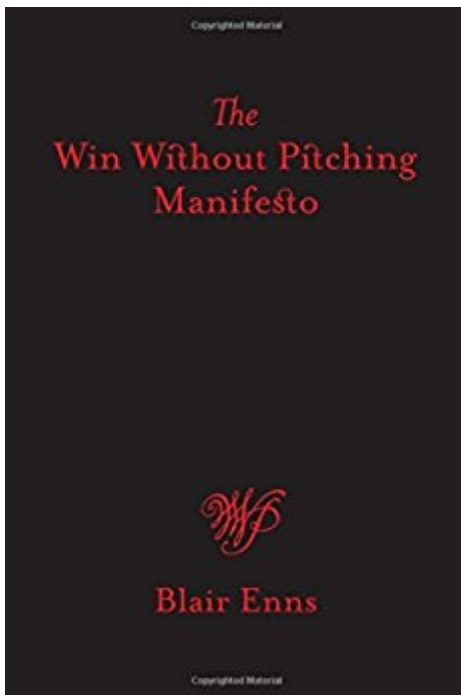


The book was found

A Win Without Pitching Manifesto



Synopsis

A manifesto of business practices for those who sell ideas and advice, *The Win Without Pitching Manifesto* lays out twelve steps--in the form of proclamations--that owners of creative businesses can take to distance themselves from their competition, regain the high ground in their client relationships and learn to win business without first parting with their thinking or writing lengthy proposals. The twelve proclamations were written to inspire owners of independent creative businesses (e.g.: design firms & advertising agencies) to rethink how their services are bought and sold. Anyone who sells ideas or advice will find relevance in their teachings.

Book Information

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Customer Reviews

As someone who spent more than a decade in professional services and over a decade on the other side, buying professional services, this is a great book with practical examples that are useful to everyone. In particular - the fact that you should walk away from RFP processes where you don't have the inside tracks, and that the big "surprise" presentation is a bad idea. Also great is the focus

on talking money early to establish value and that change orders and small incremental bills kill the relationship much more than the "big" bills that justify the engagement in the first place. For all business people, the key insights are to SPECIALIZE and gain expertise in your craft. There is no way to compete as a generalist in an RFP situation except on price and this is the road to the bottom and bankruptcy. A great book and pithily written and well worth your time. I would pair this with books by Maister on Managing the Professional Service Firm.

There are books. There are good books. There are really good books. There are bestsellers. There is even the Good Book. And then there is this kind of book. A true classic. A Thomas Paine's Common Sense for creative business owners and bus dev people. More in the company of Paine, Jefferson, Lincoln, Twain, Franklin, Marx... you know, truly great manifestos. And look, I've read a lot. And you just don't read things this good very often. If you are in the creative professions, you are going to hang on every word, love every sentence and compulsively turn every page. If you happen to own an agency or design firm or web shop or... well you get the point... you are going to find the answers to the questions you've been struggling with - and you're going to find the answers to even better questions you hadn't yet thought to ask. Yes: "The forces of the creative professions are aligned against the artist." However, with this slim, succinct Molotov Cocktail of a book, you can create your own successful revolution, one artist, and one creative firm at a time.

This should be on every graphic designer's bookshelf. If you've been in the business very long, you will be nodding your head and saying "Yep, that's exactly how it is" as soon as you start reading it. In the beginning, Enns talks about how a presentation is really a performance that the client judges -- and how wrong it is to try to sell your services that way. Then he goes on to explain how to not do that and how to garner the respect that our craft is lacking. I will be reading this book over and over again because there is so much to learn from it. I've been in the business for 17 years and I shared this book with a colleague who has been around even longer, and he can't put the book down.

What a great book. Blair has clearly and succinctly articulated the framework necessary to build a great services business. I've asked my entire company to read this. If you run a services company, this is the most value you ever will get per time spent. Yes, it's that good.

This book came highly recommended by friends and colleagues, and I'm sorry that I didn't read it sooner. I am a father, husband and CPA firm owner, and while this book was written (I believe)

primarily for agency owners, I found so much valuable insight for my business that I had to read it a second time. Thank goodness my Kindle app allows me to highlight and make notes. I think that every professional firm owner should read this book. I'm already implementing some of the things I learned and I fully expect them to be life and game changers.

This book has been essential in helping me overcome my challenging of a scarcity mindset professional. Applying the principles in the book, with much practice, I for the first time understand what it means to be in interviewing potential clients instead of being the desperate "I serve all clients" professional.

Blair Enns gets it, Period! I have been in the agency world in new business development for over 25 years and have read all the books - Blair wrote this book for me....and everyone that sells creative solutions. "The Win Without Pitching Manifesto" is a must read by any agency Owner, Leader or New Business Pro. Heck, it's a must read for anyone on the agency side! Check this out, page 52 "The good news is that selling, when done properly, has nothing to do with persuading". People for the most part don't like to "sell" (and most don't), they are going to love this book. In all the years that I have been in advertising, I have heard agency leaders say that they are no longer going to do spec work...but then they turn around and give it away. Blair in Chapter VIII tells us "We will not solve problems before we are paid". "Our thinking is our highest value product - our paying clients can rest assured that our best minds in media remain focused on solving their problems." "The Win Without Pitching Manifesto" should be mandatory reading for anyone in the agency world that is responsible for helping grow their agencies and provide services and solutions for their clients. Agency owners, I bet if you asked Blair, he would give you a break on cases of this book so you can give to everyone at your agency, because really - aren't we all responsible for growing business?

This is a very inspiring book that will help anyone dig deeper to find how they are special in their offerings.

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